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CLAIMS:

1. A method of processing a digital video signal, comprising:

decoding (210) an encoded digital video signal to produce a decoded digital video signal having a progressive scan format at a frame rate of approximately24 frames/second; calculating (220) at least one video encoding metric from the encoded digital video signal;

executing a video quality improvement algorithm (230) on the decoded digital video signal having the progressive scan format at the frame rate of approximately 24 frames/second using the calculated video encoding metric, to produce a processed decoded digital video signal having the progressive scan format at the frame rate of approximately 24 frames/second; and

converting (240) the processed decoded digital video signal from the progressive scan format at the frame rate of approximately 24 frames/second format to an interlaced format at one of approximately 50 fields/second or approximately 60 fields/second.

- 2. The method of claim 1, wherein calculating (220) at least one video encoding metric includes calculating a Unified Metric For Digital Video Processing (UMDVP) value.
- 3. The method of claim 1, wherein the video encoding metric is calculated using at least one of a quantization parameter or a number of bits employed to code a luminance block of the coded digital video signal.
- 4. The method of claim 1, wherein converting (240) the processed decoded video signal from the progressive scan format at the frame rate of approximately 24 frames/second format to an interlaced format at approximately 60 fields/second comprises executing a 3:2 pulldown algorithm.

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- 5. The method of claim 1, wherein converting (240) the processed decoded video signal from the progressive scan format at the frame rate of approximately 24 frames/second format to an interlaced format at approximately 50 fields/second comprises executing a 2:2 pulldown algorithm.
- 6. A method of processing a digital video signal for display on a display device, comprising:

decoding (210) an encoded digital video signal to produce a decoded digital video signal having a video source format;

calculating (220) at least one video encoding metric from the encoded digital video signal;

executing a video quality improvement algorithm (230) on the decoded digital video signal having the video source format using the calculated video encoding metric, to produce a processed decoded digital video signal having the video source format; and

converting (240) the processed decoded digital video signal from the video source format to a video display format suitable for display on the display device.

- 7. The method of claim 6, where the video source format is progressive scanned at approximately 24 frames/second.
- 8. The method of claim 6, where the video display format is interlaced at approximately 60 fields/second.
- 9. The method of claim 6, where the video display format is interlaced at approximately 50 fields/second.
- 10. The method of claim 6, wherein calculating (220) at least one video encoding metric includes calculating a Unified Metric For Digital Video Processing (UMDVP) value.

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- 11. The method of claim 6, wherein the video encoding metric is calculated using at least one of a quantization parameter or a number of bits employed to code a luminance block of the coded digital video signal.
- 12. The method of claim 6, wherein converting (240) the processed decoded video signal from the video source format to the video display format comprises executing a 3:2 pulldown algorithm.
- 13. The method of claim 6, wherein converting (240) the processed decoded video signal from the video source format to the video display format comprises executing a 2:2 pulldown algorithm.
- 14. A system for processing a digital video signal for display on a display device, comprising:
- a decoder (210) for decoding an encoded digital video signal to produce a decoded digital video signal at a source frame rate;
- a video encoding metric calculation module (220) for calculating a video encoding metric from the encoded digital video signal;
- a post-processor (230) for executing a video quality improvement algorithm on the decoded digital video signal at the source frame rate using the calculated video encoding metric to produce a processed decoded digital video signal; and
- a format converter (240) for converting the processed decoded video signal from the source frame rate to a display frame rate suitable for display on the display device.
- 15. The system of claim 14, where the video source format is progressive scanned at approximately 24 frames/second.
- 16. The system of claim 14, where the video display format is interlaced at one of approximately 50 fields/second or approximately 60 fields/second.
- 17. The system of claim 14, wherein video encoding metric calculation module (220) calculates a Unified Metric For Digital Video Processing (UMDVP) value.

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- 18. The system of claim 14, wherein the extracted coding information includes at least one of a quantization parameter or a number of bits employed to code a luminance block of the coded digital video signal.
- 19. The system of claim 14, wherein the format converter (240) executes a 3:2 pulldown algorithm.
- 20. The system of claim 14, wherein the format converter (240) executes a 2:2 pulldown algorithm.